

6.26.59

My dear Mrs. Parkin:

I thought you might like to see Dr. Munro's memorandum and either write a release on it for the three newspapers or instruct me to do so. Membership to date:

6.26.59 New Members: 2
Total to date: 86
6.26.58 : 112

Love to you,

Sharon

June 25, 1959

TO: Mrs. Parkin

FROM: Dr. Munro

This is a note about the collection of posters which were presented recently to this Museum through the kindness of Miss Lada C. Sykora, formerly of the Central Outdoor Advertising Company of Cleveland. Miss Sykora has now retired and is living at the Fenway Hall Hotel. She recently expressed the wish for some newspaper announcement of the gift, and suggested that I communicate with Mr. Metzler about it.

For several years the Central Outdoor Advertising Company, through the good offices of Miss Sykora, has made an annual grant to the Museum for special expenses in connection with its educational work. It has also presented a number of posters, many of which have been placed in the Lending Collection of the Museum for exhibition in schools and other institutions. At the time of her retirement over a year ago, Miss Sykora arranged that the entire collection of posters, which she had accumulated for the company during many years of service, should be presented to the Museum. The collection consists of several thousand posters of various sizes. They will be catalogued and classified for educational use but are not available for general use at this time.

The posters represent the fruits of Miss Sykora's many years of correspondence with officials in foreign countries. At her request, fine examples of the poster art were sent to her collection by many nations of Europe, Asia, and the Western Hemisphere. Some of the rarest are original sketches and hand-colored war posters made in China. The subjects range from war appeals to travel and commercial advertising.

One phase of Miss Sykora's work for the Central Outdoor Advertising Company consisted of assisting commercial artists and art students in Greater Cleveland by placing at their disposal her collection of posters and smaller examples of advertising, and these examples were classified for ready reference according to various subjects. Miss Sykora also inspired and managed a poster contest for students of the Greater Cleveland schools, with the cooperation of school and Museum officials.

The poster collection now in the Cleveland Museum of Art constitutes one of the largest and most important of its kind in existence.

TM:df

cc: Dr. Lee

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